



The Effect of Literary Tourism on Increasing Re-Visits to Tourism Destinations through Spirituality and Authenticity

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Abstract

Literary tourism may be a sort of cultural tourism that deals with places and events from poets and anecdotal writings and the lives of their creators. Literary tourism might be related to a novel or a writer, such as going to a poet's grave. Literary tourism is, in fact, a kind of Tourism that increases the knowledge and information of tourists and is a kind of combination of entertainment and education helping a lot to know more about society and culture as well as helping nations and cultures become closer and closer to each other at the international level. The present study is applied and descriptive survey research in terms of purpose and method, respectively. The study's statistical population includes European literary tourists who visited the City of Shiraz from September 2019 To December 2019. All statistical analyses were performed using SPSS and AMOS software programs, and a regression method was exerted to test the path analysis of hypotheses. Findings of this study indicate that literary tourism has a positive, significant effect on increasing re-visit tourism destination through the authenticity of the tourism destination brand, brand love, attachment, nostalgia, and loyalty of attitude and action.

Keywords: Spirituality, Literary tourism, Authenticity, Brand, Place Attachment, Tourism

Introduction

When tourism is appropriately planned and managed, it is essential for many countries, regions, and cities to have positive economic, cultural, environmental, and social impacts (Malerba, Fernandes, & Veiga et al., 2020). Today, spirituality is known as one of the foremost critical inspirations because today's conscious tourists are searching themselves, spiritual satisfaction, and recovery of their mentality; they travel intending to identify and gain mental and physical health (Ambroz, 2011). What creates the connection between spirituality and tourism is the existence of spiritual intelligence in man. Spiritual intelligence indicates a person's desire for travel and the adventurous spirit of the tourist (Shafia & Sabaghpour Azarian, 2016). Through tourism, the tourist seeks peace of mind and a degree of immaterial satisfaction (Jesurajan & Prabhu, 2012). A few philosophers contend that spirit is the quintessence of being human, considering a human being's most profound sense of being is incorporeal (Fathi, Maleki, Boroomand, & Köksal, 2019). Spirituality refers to the highest level of Abraham Maslow's Hierarchy of Human Needs where human crosses boundaries of materialistic needs and come to the height of the soul and self-fulfillment and answers to the top imperative required of human being, the search for meaning (Fathi, Maleki, Köksal, Yüzbaşıoğlu, & Ahmadi, 2019). Iran's literary heritage attractions have a prominent place in Eastern civilization, especially those interested in cultural tourism, Due to Iran's cultural and literary antiquity (Bell & Oakley, 2014, p. 142) In other words, the main focus of the tourism sector in Iran tends to be on literary and cultural attractions (Asadi & Bayat, 2017). Literary tourism is suitable for tourists who want to learn more about their personality and challenge their knowledge and opinions about places and people (Bidaki & Hosseini, 2014). Literary attractions can be attractive because of the emotional or spiritual values that visitors attribute to them (McGuckin, 2015). Thus, although literary tourism is primarily based on tangible aspects of writers' lives and works, such as houses, tombs, and landscapes depicted in their works, celebrating literature through events such as theatrical productions, festivals, book signing, and creative writing courses can also be included in the realm of literary tourism. Literary tourism is a type of cultural tourism that deals with places and events from fictional texts and the lives of their authors. In other words, literary tourism is a type of cultural tourism involved in traveling to places and events related to authors, authors' works, literary

writings, and writing creative literature (Smith, 2012). Preserving the authenticity of literary sites is so important that many researchers believe it is permissible to carry out development and development measures in literary tourism destinations to the extent that the authenticity of literary attractions is not threatened (Hoppen, Brown, & Fyall, 2014). Brand attachment to literary sites through nostalgic memories inspires positive emotions (Gregory, Merchant, Ulrich, & Florian, 2016). Memories and feelings of homesickness are other driving factors explaining why tourists visit literary destinations (Gentile & Brown, 2015). If the brand's characteristics are more in line with the personality and self-concept of the customer, the possibility of creating a love for the brand in the customer increases (Machado, Carvalhob, Azarc, André, & Santose, 2019).

Loyalty to the tourist place results from the priority and superiority of the site from the tourist's point of view (Hariharan, Desai, Talukdar, & Inman, 2018). In other words, loyalty to the tourist destination gives tourists a privileged position for the destination brand, compared to other tourist destinations in mind. If the needs of tourists are met in the best possible way, loyalty and love for the destination brand will increase. Therefore, the role of love for the brand will also increase, which will increase the loyalty of tourists (Kumar & Shah, 2004). Iran is wealthy in literary attractions. When the sources of literary tourism are well-identified, it will positively affect the preservation and sustainability of cultural heritage, literary works, arts, traditions, and customs of nations in the community and cultural environment. Among Persian poets, Hafez and Saadi are unique so that literary tourists from all over the world travel to Shiraz every year and visit the tombs of these two poets. This study investigates the effect of literary tourism on increasing revisits to Tourism destinations due to brand authenticity, brand love, place attachment, and nostalgia. Also, given the importance of this issue, all the factors that help promote and introduce the literary tourism brands of a destination to tourists have been identified.

Theoretical Foundations

Spiritual, literary tourism

Literary tourism is one of the sub-categories of cultural and heritage tourism, whose spiritual attractions include places related to literature writers, literary stories and books, literary festivals, creative arts, films, and media productions (Hoppen et al., 2014). Literary tourists want to gain

knowledge about Poets and famous writers. Places that have been the homes of famous literary personalities and artists are considered literary tourism destinations (Bidaki & Hosseini, 2014). Literary tourism is an opportunity to travel to the birthplaces, burial places, houses, property, and storage of the surviving objects of literary personalities. Such trips provide valuable cultural experiences, an opportunity to participate in literary ceremonies and festivals, and a platform for visualizing the formation space for creative thinking or creating magnificent literary works (Ommundsen, 2014). Places active in organizing literary festivals, honoring writers, promoting their works, and places are known to the public for producing various types of films become tourist destinations (Croy, 2012). In simpler terms, literary tourism activity is born of an interest in a writer, a literary work, or the cultural heritage, which includes the birthplaces and graves of literary personalities, literary museums, and other places of authors and literary works. (Bidaki & Hosseini, 2014). literary tourism is a tool that exchanges many cultural and value meanings (Squire, 1994).

Literary tourism and spirituality

Spirituality is one of the new concepts in tourism studies. Despite its complexity, it has always existed in the human mind and has been related to human beings in various ways. Spirituality is an abstract subject and is not limited to religious concepts but is related to the immaterial dimension of human existence and is understood in all journeys (Sharpley, 2016). The goal of spiritual tourism is to explore the elements of spiritual life beyond oneself and contribute to the balance of one's body, mind, and soul. These elements may or may not be related to religion. Spiritual tourism can include visits to religious and historical sites or monuments, spiritual landscapes, pilgrimage centers, etc. (Norman, 2012). Literary and spiritual tourism can prevent the destruction of valuable literary works and documents due to tourists' luck, increasing their prestige and more attention to them, and the globalization of cultures and the permanent preservation and introduction of subcultures, and also prevent the destruction And forgetting historical monuments. It will also maintain the credibility, cultural identity, and self-confidence of the people of the destination country and provide them with the potential for growth and development. There will be racism (Mirazizi, Sadeghpour Firozabad, & Khalilzade Moghdam, 2012), contrary to the public perception of tourism, which is merely a matter of pleasure. In

addition to providing an exciting time for tourists, literary tourism also increases their knowledge and information, so it is a combination of entertainment and education (Shams & Amini, 2009). Literary places can be tourist attractions in themselves or be part of a larger tourist destination. They can be attractive because of the emotional or spiritual values that visitors attach to them. Few visitors are emotionally attached to places, but for many, these are gained through in-travel experiences (McGuckin, 2015). In other words, literary tourism plays a vital role in introducing and preserving the literary works of the elders of one country and nation to other societies. Each country introduces its elders who are part of their intangible cultural heritage and part of their identity. Conducts cultural diplomacy to other communities (Safari, 2013).

Brand Authenticity

In tourism, authenticity means the value that tourists and hosts place on cultural events. Authenticity is the most critical factor in motivating tourists and developing literary tourism (Jia, 2009). Protecting the authenticity and identity of the literary place is another issue that should be considered in the planning and management of literary tourism; because a place is beyond its objective and visible geographical space; such that the meanings and symbols associated with places, values, feelings, and emotions hidden in the landscapes have an essential role in the formation of spatial identity. This part of the identity of geographical space has formed literary tourism (Marques & Cunha, 2013). Objective authenticity implies unique real tourism experiences and products, and their authenticity can be proven (Akbar & Wymer, 2017). In the field of literary tourism, objective authenticity is mainly related to visiting museums or museum houses of authors in visitors be able to see objects such as the author's favorite chair, the desk behind which he writes his books, his pen, notebooks, photographs, and more (Fairer-Wessels, 2010).

Brand Love of Tourism destination

Brand love includes passion, intimacy, commitment, and spiritual feeling and goes beyond customer satisfaction (Zarantonello et al., 2016). The idea of brand love derives from interpersonal love theories and some emotional responses to the brand, such as attachment, passion, positive evaluation, and joyous spiritual feelings toward the brand (Mody, Hanksb, &

Dogrub, 2019). Brand love expresses a strong and passionate emotional relationship between the consumer and the brand and a vital and new concept. Brand love is a reciprocal, dynamic and purposeful relationship between consumers and has emotional, cognitive, and emotional characteristics. Love for the brand includes features such as attachment to the brand, passion for the brand, positive evaluation of a brand, and even expressing love and positive spiritual feelings to that brand (Motaharnejad, Samadi, Tolabli, & Pour Ashrf, 2014). Authenticity is a prominent factor in tourists' experience of love for the brand (Mody et al., 2019). That sensory experience is the primary stimulus for brand love. Also, brand love is a critical component in expanding customer behavioral loyalty (Qu, 2017).

Place attachment

Literary tourism increments the curiosity of tourists and increases the audience's knowledge of the tourism place. Literary tourism improves a person's understanding of the place and thus increases the tourist's sense of attachment to the destination. In literary tourism, the place makes sense for the tourist. These types of tourism raise the emotional connection with the destination. Literary tourism defends local values and promotes diversity, thus making the place unique. It increases the attachment to the place even in local people because their knowledge of the destination of literary tourism expands (Ghasemi, Amini, Modiri, 2018). In such a situation, when a person is familiar with a place, and his needs and expectations are met, an attachment to the place is formed in him (Haghparast, Asefi, & Abizadeh, 2020).

Nostalgia

Nostalgia is a recurring experience in all cultures among young and old and a bittersweet experience that includes feelings of sadness and longing for the past (Garrido, 2016). That people feel warmth, joy, and love by remembering the past; But at the same time, they feel sad; Because the past is lost and cannot be restored (Davalos, Merchant, Rose, Lessley, & Teredesai, 2015). Nostalgia can be used to describe the emotional memory of a familiar institution or environment. In other words, nostalgia refers to a psychological phenomenon resulting from objective and subjective perception (Sedikides et al., 2015). Nostalgia plays an essential role in appreciating literary tourism because it implies the existence of meta-textual

meanings, idealization of the past, and disagreement with the present, which ultimately contribute to the attractiveness of literary places (Busby & George, 2004).

Active and Attitudinal loyalty to Tourism destination

Spirituality is one of the motivating factors of travel, and the tourist is interested in the spirituality of a person who goes on religious and pilgrimage trips to understand the transcendent sense. In contrast, despite their many similarities, the two categories of religion and spirituality are also very different. Spirituality has an ethereal and multidimensional structure. In tourism studies, there are also discussions about spiritual tourism. Nevertheless, most scholars believe that spiritual tourism cannot be considered a form of tourism because spirituality can include different tourism types, leading to a sense of excellence and sacred values. (Jesurajan & Prabhu, 2012).

Spiritual tourism is not a particular type of tourism but an indicator of the spirituality in which the tourist is immersed in pursuing immaterial values while traveling (Jesurajan & Prabhu, 2012). What creates the connection point between spirituality and tourism is the existence of spiritual intelligence in humankind. Spiritual intelligence indicates a person's desire for travel and the adventurous spirit of the tourist (Jesurajan & Prabhu, 2012). Loyalty is typically used to describe a solid commitment to an ideal, individual, or country (Naybzadeh, Eghbali, Radmanesh, 2018).

Brand loyalty can manifest itself in the form of behavioral and attitudinal tendencies (Teng, Lu, & Huang, 2018). Active loyalty or the desire to be loyal to the achievements and products of services, such as the intention to visit again, giving information about the place from one person to another, and valuing that place (Dedoglo, Kucukergin, & Balikcioglu, 2015). In the leisure literature, attitudinal loyalty or place attachment is a multidimensional structure (Williams & Vaske, 2003). The concept of attachment to a place has established a long-standing relationship with the tourist. It is related in several ways to the emotional branding philosophy developed by the empirical marketing paradigm. Researchers have emphasized the critical role of place attachment in attitude loyalty and revisiting a tourist destination (Akbari, Ebrahimpour, Eghdami Tatfi, 2019).

Increasing tourist's revisits to Tourism destination

In today's competitive world, the first trip to a tourism destination does not mean its success, but the repetition of the trip to the tourism destinations and its introduction and promotion to potential can determine the success of that tourism destination in the long run. Therefore, tourists' satisfaction and its factors play a significant role in the long-term success of tourism destinations (Karroubi, Vafaie, Sidi, 2017). Supportive behavior includes actions taken in favor of the destination, such as positive word-of-mouth advertising, encouraging others to visit the destination, and sharing photos of the destination. Intention to travel in the future and re-visiting the destination, despite the possibility of higher prices, prioritize the destination choosing a vacation (Leong, Yeh, Hsiao, & Huan, 2015). At the same time, tourists who are not satisfied with their experience will most likely not visit the destination in the future. Communication through word of mouth about a particular destination, previous travel experience, and marketing influence tourists' expectations (Chili, 2018). Tourist behavior is the main precondition for tourist behavior and plays a vital role in Plays tourist decisions (Ranjbaran, Ghaffari, & Taslimi Baboli, 2019). The tourist's mental image of the destination plays a significant role and positively affects tendencies such as re-visit, propensity for word of mouth, and recommendations. (Ghorbanzadeh, Saeednia, & Rahehagh, 2021).

Research background

According to the findings of Hoppen et al. (2014), the specific characteristics of a literary place include elements such as the place of birth, life, and death of the author, the location of narratives, nostalgia, and the place of a dramatic event in the author's life. In addition to the unique features of literary tourism in a place or destination, the general features help to increase their attractiveness and lead to the development of tourism as much as possible, such as environmental attractions and beautiful landscape, variety of infrastructure and amenities, and hospitality, a suitable geographical location such as proximity to major roads, large and thriving markets and proximity to religious and holy places (Hoppen et al., 2014). Robinson and Anderson reviewed the literature on literary tourist destinations. They concluded that literature, creative writing, fiction, drama, and poetry have characteristics of interest to tourists (Robinson & Anderson, 2002).

In 2001, David Herbert concluded that tourists visit literary sites for a variety of reasons. First, they are attracted to places related to the lives of

writers. Second, tourists go to literary places related to the space of the novels, and third, they go to literary places that have deep and wide-ranging feelings for them, such as a nostalgic childhood feeling that goes beyond the story and the writer. These are the unique features of a literary place. In addition, more general features increase the attractiveness of these places. Campalto (2006) conducted a case study of literary tourism in the Augsburg region of Annecy, France, through reviewing the definitions of literary tourism and examining the types of literary tourists and their needs and motivations and a survey on literary tourists using questionnaires and interviews, and finally, concluded that there is tourists' interest for this type of tourism. In addition, there is a literary heritage in this city that remains unknown to the tourism industry. Eghbali, Azimi Hashemi, & Bakhshi (2016) concluded that there are good capacities for developing cultural tourism and opportunities for tourists to gain experience in visiting attractions and participating in cultural events, the particular audience of which will be educated people. Also, Lu, Chi, & Liu (2015) showed that perceived authenticity and participation of tourists in local activities have a direct positive effect on the formation of destination loyalty in historic areas. Chen et al. (2014) also concluded that the consumer has a sense of nostalgia to create an attachment to the place.

Conceptual model of research

In this research, the effect of literary tourism on destination loyalty has been investigated. The conceptual model of this research is taken from the study of Mody et al. (2019) and Hoppen et al. (2014).

(brand path including components: objective authenticity and brand love) Furthermore, the experience path (experience path including components: existential authenticity, structural authenticity, attachment, and nostalgia) examined attitudinally, and action loyalty among tourists, which the results indicated attitudinally, and action loyalty lead to increasing the revisits of Tourism destinations. Since the concept of authenticity and brand path and the path of experience and literary tourism

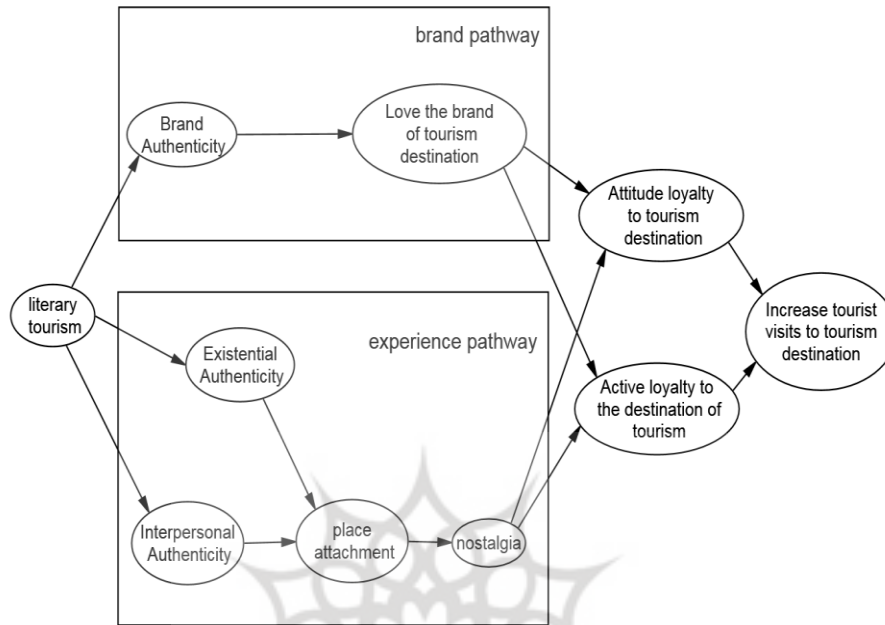


Figure 1. Conceptual model of research taken from the source model: Mody et al. (2019) and Hoppen et al. (2014)

Research Hypotheses

- 1- Literary tourism has a positive, significant impact on Brand Authenticity
- 2- Literary tourism has a positive, significant impact on Existential Authenticity
- 3- Literary tourism has a positive, significant impact on Interpersonal Authenticity
- 4- Brand Authenticity has a positive, significant impact on brand love of Tourism destination
- 5- Existential Authenticity has a positive, significant impact on Spiritual place attachment
- 6- Interpersonal Authenticity has a positive, significant impact on Spiritual place attachment
- 7- Spiritual place attachment has a positive, significant impact on nostalgia

8- Brand love of Tourism destination has a positive, significant impact on Attitude loyalty to Tourism destination

9- Brand love of Tourism destination has a positive, significant impact on Active loyalty to Tourism destination

10- Nostalgia has a positive, significant impact on Attitude loyalty to Tourism destination

11- Nostalgia has a positive, significant impact on Active loyalty to Tourism destination

12- Attitude loyalty to Tourism destination has a positive, significant impact on increasing tourist's revisits to Tourism destination

13- Active loyalty to Tourism destination has a positive, significant impact on increasing tourist's revisits to Tourism destination

Research methodology

To test the hypotheses of the statistical community, European literary tourists in Shiraz have been selected. The time of research was from September 2019 To December 2019. This research is a descriptive survey. The research sampling method is convenience sampling. Morgan's table has determined the number of research samples, and the statistical sample of this study is 384 people. In this study, the independent variable is literary tourism, the mediating variables are Brand Authenticity, Existential Authenticity, Interpersonal Authenticity, Tourism destination brand love, Spiritual place attachment, Nostalgia, Attitudinal loyalty to Tourism destination, and Active loyalty to the destination of Tourism, and the dependent variable is increasing tourist's revisits to the Tourism destination. Thirty-seven questions have been assigned to collect the necessary data, listed in Table (1) as dimensions and model items. In inferential data analysis, Cronbach's alpha coefficient has confirmed the instrument's internal stability, and the KMO test and Bartlett sphericity test have denominated the sample size and factor separation. Finally, the structural equation model has determined the causal relationship between variables. All statistical calculations of this study were performed using SPSS23 statistical software and analyses related to structural equation modeling using AMOS23 software, and the significance level of all tests is $P < 0.05$.

Table 1. Dimensions and items of the research

Dimensions	Items Questionnaire
Literary Tourism (Asadi & Bayat, 2017)	Visiting the tombs of famous people or writers of literature is the oldest and simplest form of literary tourism. While visiting the tombs of Hafez and Saadi, etc., in Shiraz, I read the poems of these poets, which have spiritual meanings. The city of Shiraz has many capabilities for the development of spiritual, literary tourism in the world. Literary tourism in Shiraz has many capabilities to meet my spiritual needs. I feel spiritual in visiting the tombs of Hafez and Saadi and other possible tombs of great poets in Shiraz.
Brand Authenticity (Akbar & Wymer, 2017)	The Literary Tourism places of this city are unique architecture. The authenticity and history (literary) of this city are honest. The literary tourism attractions of this city are natural.
Existential Authenticity (Lalicic & Weismayer, 2017)	I can easily understand and interact with the local culture of this city. The experience of local life in this city is beautiful. I easily communicate with local people and members inside and outside the travel group.
Interpersonal Authenticity (Wallace et al., 2014)	My inner-self and my social-self contribute to my image in society. My inner-self and my social-self add to my social role. My inner-self and social-self have a positive effect on what others think of me. My inner-self and my social-self improve the way I look at society.
Brand Love of Tourism destination (Carroll & Ahuvia, 2014)	The literary Tourism places of Shiraz is a great brand. The literary Tourism places of Shiraz make me feel good. The literary Tourism places of Shiraz are very excellent and unique. I love the brand of literary tourism places in Shiraz. I enjoy visiting literary tourism places in Shiraz.
place attachment (Mody et al., 2017)	The experience of branding literary tourism places plays a vital role in improving my quality of life. After experiencing the brand of literary tourism places, I feel

Dimensions	Items Questionnaire
	alive and belonging The experience of branding literary tourism places is memorable. I have lovely memories of experiencing the brand of literary tourism places.
Nostalgia (Mody et al., 2017)	I remember many positive things from the experience of the brand of literary tourism places. I am interested in the experience of re-traveling to literary tourism places. The experience of traveling to literary tourism places stays in my mind.
Attitudinal loyalty to Tourism destination (Mody et al., 2019)	I have received positive ideas about Iran's tourism destination from social media. I prefer the tourism destination of Iran to similar destinations. My attitude towards the tourism destination of Iran is very positive.
Active loyalty to the Tourism destination (Mody et al., 2019)	I plan to visit this tourist destination in the future. This trip encouraged me to revisit Iran. Considering Iran's tourism attractions, it is very likely that I will visit the destination in the next 12 months.
Increasing tourist's revisits to Tourism destination	If a literary tourist destination has more potential, I will probably visit that destination again I recommend visiting Shiraz as a literary tourism destination to my friends On social media, I recommend visiting Shiraz as a literary tourism destination. I will visit Shiraz soon.

Table 2. Confirmatory factor analysis, Validity and reliability Indicators

Variables	KMO	Cronbach's Alpha	CR	AVE
Literary Tourism	0.798	0.898	0.865	0.563
Brand Authenticity	0.698	0.926	0.821	0.606
Existential Authenticity	0.717	0.897	0.865	0.683
Interpersonal Authenticity	0.797	0.879	0.876	0.643
Brand Love of Tourism destination	0.697	0.840	0.835	0.504
place attachment	0.820	0.843	0.902	0.697
Nostalgia	0.720	0.889	0.889	0.727
Attitude loyalty to Tourism destination	0.764	0.958	0.948	0.859
Active loyalty to the destination of Tourism	0.739	0.902	0.936	0.830
Increasing tourist's re-visits to Tourism destination	0.813	0.935	0.882	0.652

Model fit indices

To determine the validity and reliability of the model measurement section, several indicators have measured suitability because the analysis of the model measurement section before testing the structural part of the model is necessary to ensure indices. Table (3) shows the model fit indices.

Table 3. Model fit Indices

Fit indices	Index name	Allowance amount	obtained values
Absolute-fit	CMIN/DF (Normed Chi-square Index)	5<	3.836
	RMSEA (Root Mean Squared Error of Approximation)	0.08<	0.077
	GFI (Goodness of Fit Index)	0.70>	0.756
Incremental-fit index	AGFI (Adjusted Goodness of Fit Index)	0.70>	0.705
	CFI (Comparative Fit Index)	0.70>	0.806
	NFI (Normed Fit Index)	0.70>	0.776
	TLI (Non-Normed Fit Index)	0.70>	0.779

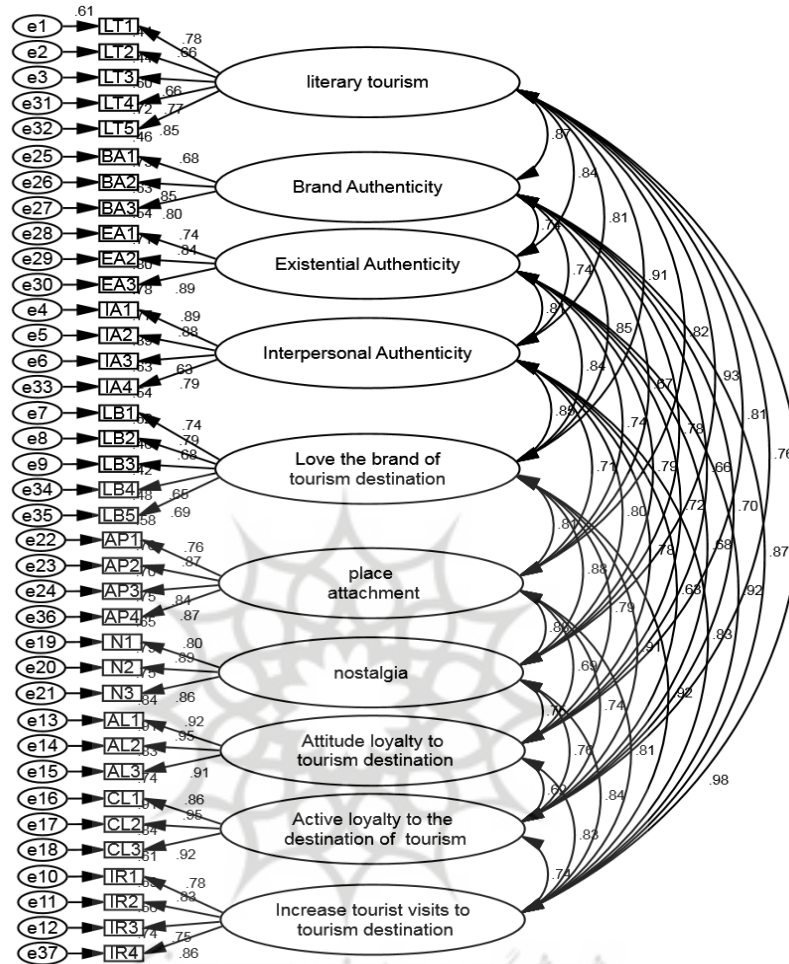


Figure 2. Fit indices test of the conceptual model

Path analysis test

As mentioned earlier, this study is based on 13 hypotheses. To test these hypotheses, the path analysis method has been used in AMOS software. Significance levels for testing these hypotheses are shown in Table (4) and Figure (3). The basis for confirming the hypotheses is that the significance level is less than 0.05, and the path coefficient is positive.

Table 4. The study of research hypotheses

Hypotheses	Path		Estimate	P	Results	
1	Brand Authenticity	←	literary tourism	0.974	***	Confirmation
2	Existential Authenticity	←	literary tourism	0.902	***	Confirmation
3	Interpersonal Authenticity	←	literary tourism	0.874	***	Confirmation
4	Brand Love of Tourism destination	←	Brand Authenticity	0.965	***	Confirmation
5	place attachment	←	Existential Authenticity	0.548	***	Confirmation
6	place attachment	←	Interpersonal Authenticity	0.346	***	Confirmation
7	Nostalgia	←	place attachment	0.923	***	Confirmation
8	Attitudinal loyalty to Tourism destination	←	Brand Love of Tourism destination	0.660	***	Confirmation
9	Active loyalty to the destination of Tourism	←	Love the brand of Tourism destination	0.601	***	Confirmation
10	Attitudinal loyalty to Tourism destination	←	Nostalgia	0.215	***	Confirmation
11	Active loyalty to the destination of Tourism	←	Nostalgia	0.601	***	Confirmation
12	Increasing tourist's re-visits to Tourism destination	←	Attitudinal loyalty to Tourism destination	0.588	***	Confirmation
13	Increasing tourist's re-visits to Tourism destination	←	Active loyalty to the destination of Tourism	0.382	***	Confirmation

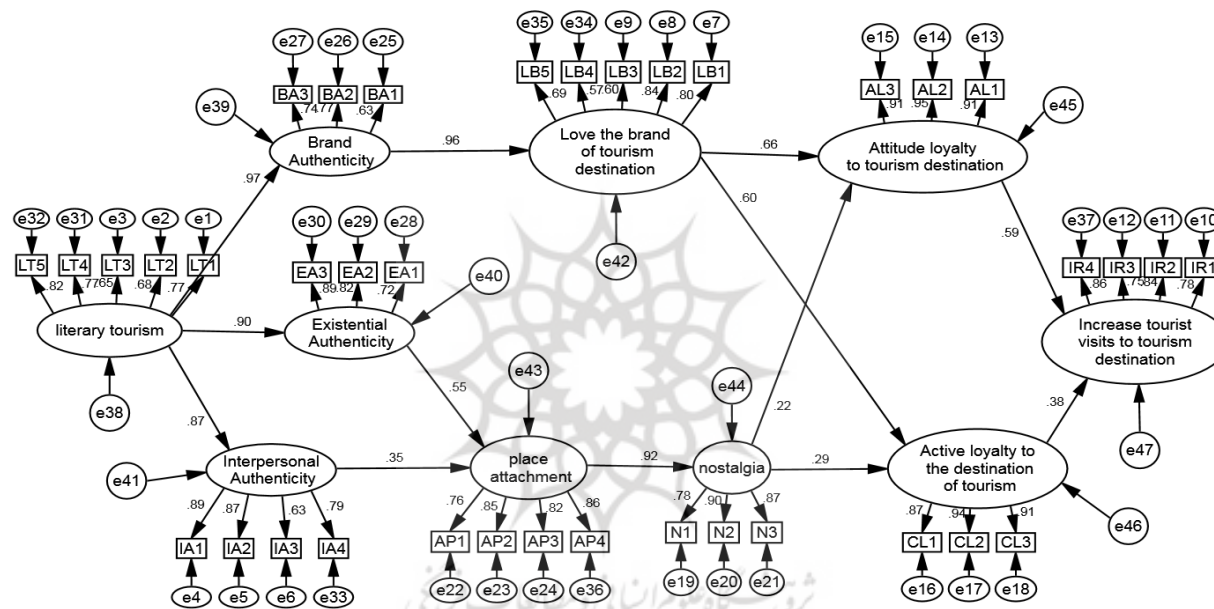


Figure 3. Estimating the path of research hypotheses

Discussion and conclusion

Due to its mystical literature, ancient and mysterious culture, the land of Iran is one of the destinations in the world that has great potential for the development of spiritual, literary tourism. The desirable environment of Shiraz in different periods has nurtured great scientists, speakers, and writers, including Saadi, Hafez, Khajavi Kermani, Mulla Sadra, etc., which makes Shiraz known as the city of poetry in Iran. It has ancient, religious, and literary possibilities such as the tombs of Hafez and Saadi, Persepolis, Vakil Bazaar, Shahcheragh, Grand Mosque, etc. This city has a unique position in the country regarding spiritual, literary tourism and can attract tourists.

In this study, the effect of literary tourism on increasing revisits of Tourism destination using two relationships of the brand path (brand path including components: objective authenticity and brand love) and experience path (experience path including components: existential authenticity, structural authenticity, attachment, and nostalgia) and attitudinal and active loyalty among tourists in Shiraz have been investigated. Findings of this research showed that spiritual, literary tourism has a positive and significant effect on increasing the revisits of Tourism destinations due to objective authenticity and brand love (brand path) and attitudinal and active loyalty, which is similar to the results of Modi et al. (2019). Jia (2009) concluded that the development of literary places is a dynamic process of objective authenticity that leads to development. The results of Lu et al. (2015) showed that perceived authenticity and participation of tourists in the activities of local people have a positive and significant effect on tourist loyalty. A high level of objective brand authenticity leads to brand love, which increases loyalty to the destination.

The results indicate that spiritual, literary tourism effectively increases the revisits of Tourism destinations due to existential authenticity, structural authenticity, dependence, nostalgia, and attitudinal and active loyalty. Eghbali et al. (2016) also achieved similar results. Findings of this research showed that there are suitable capacities for developing cultural tourism and the opportunity for tourists to gain experiences in visiting attractions and participating in cultural events, which its particular audience will be educated people. Dhankhar and Singh (2014) acknowledge that after seeing the museum, tourists are satisfied, and tourists' loyalty to the tourism

destination has increased. In addition, tourists tend to revisit the museum and recommend the museum destination to others. Chen et al. (2014) also concluded that the consumer develops a sense of nostalgia for tourists. David Herbert (2001) concluded that tourists visit literary sites for a variety of reasons. Tourists go to literary places with deep and wide-ranging feelings, such as a nostalgic childhood feeling beyond the story and the writer. These are the unique features of a literary site. In addition, more general features increase the attractiveness of these places (Herbert, 2001). Furthermore, structural authenticity forms a sense of attachment and experience that leads to nostalgia and brand loyalty. Structural authenticity seems to allow tourists to experience and discover the culture of the locals so that people are relieved of daily stress. People who have a strong sense of emotion and place attachment exhibit certain behaviors such as maintaining a relationship and separation anxiety from favorite brands, but for many others, these are gained through travel experiences; a credible tourism experience can facilitate such introspection and personal growth, and enable tourists to experience and discover the culture of the local people.

The results showed that literary tourism has a positive and significant effect on destination loyalty among tourists in Shiraz through two relationships of the brand path (brand path including components: objective authenticity and brand love) and experience path (experience path including components: existential authenticity, structural authenticity, attachment, and nostalgia). So, these factors have particular importance and interact with each other. Therefore, literary tourism planners and marketers must consider these factors simultaneously. It is necessary to identify places that can become literary tourism destinations. One of the most critical steps that should be taken regarding the attractions of literary tourism is introducing the attractions of literary tourism, which should be done through advertising and information at the international level. Recommended films, teasers about the life and works of Iranian poets be launched. It is also vital to create a website to introduce literary tourist attractions.

Spiritual, literary places cause to be recorded in the visitor's mind as a memory, making the tourist interested in revisiting the place. The establishment of specialized museums to collect all works related to the life of poets and celebrities of the country is another suggestion of this research. Holding annual international scientific and literary conferences in Iran can be influential in the development of literary tourism. Creating literary

libraries and collecting various books and articles worldwide effectively develop spiritual, literary tourism in various languages. Another research recommendation is to print the poems of Iranian poets on cups, T-shirts, and various items in different languages. Introducing the rich mystical and spiritual literature of Iranian poets in other sites is another research suggestion. Improving suitable tourism facilities for tourists in literary places is another recommendation of this research. Advertising and introducing the possibility of literary tourism can help to develop literary tourism attractions. Finally, the development of literary tourism leads to the economic benefit of preserving and restoring literary sites, which are usually part of Iran's historical heritage and are architecturally valuable.

In this investigation, we experienced a few limitations. Accessing statistical samples made us some issues and limited our conclusion. In addition, we had to control a few factors concerning our project time and costs. So, all of these have influenced the extended results, constrained the outcomes, and limited the actual results of the conclusion.

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